

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (currently amended): A support server that supports a determination of a route for providing content via a communication network from a content providing terminal that provides a content to a content user terminal that is placed in a facility where the content is to be used, comprising:

a receiving unit that receives, from the content providing terminal, facility condition information that shows at least one condition to be met by a facility where the content is to be used and that receives a plurality of facility information, from content user terminals, via the communication network;

a storing unit that stores the facility condition information and the plurality of facility information, received by said receiving unit; and

a providing destination selecting unit that extracts information that specifies a facility, selected based at least on a determination that information included in the stored facility information regarding said facility~~that~~ meets the at least one condition shown by the facility condition information, from the plurality of facility information stored in said storing unit, and selects a content user terminal, placed at the facility specified by the extracted information, as the providing destination of the content.

2. (previously presented): The support server according to claim 1, wherein:

said receiving unit receives, from said content providing terminal, advertising agent condition information that shows at least one condition to be met by an advertising agent from which advertisement of the content is to be requested, and that receives a plurality of advertising agent information from advertising agent terminals managed by advertising agents that advertise contents, said advertising agent information showing an advertisement ability of the advertising agents,

said storing unit stores the advertising agent condition information and the plurality of advertising agent information, which said receiving unit received; and

said support server further comprises an advertising agent selecting unit that extracts information that specifies an advertising agent that meets the at least one condition shown by the advertising agent condition information, from the plurality of advertising agent information stored in the storing unit, and selects the advertising agent specified by the extracted information as the advertising agent from which advertisement of the content is to be requested.

3. (original): The support server according to claim 2, wherein said content is film data used for running a film.

4. (currently amended): A support server that supports a determination of a route for providing a content via a communication network from a content providing terminal that provides a content to a content user terminal that is placed in a facility where the content is to be used, comprising:

a receiving unit that receives a plurality of content information from content providing terminals and that receives content condition information that shows at least one condition to be met by a content that is to be an advertising target of an advertising agent from an advertising agent terminal managed by the advertising agent that advertises a content via the communication network;

a storing unit that stores the plurality of content information and the content condition information, received by said receiving unit; and

an advertisement target content selecting unit that extracts information that specifies a content, selected based at least on a determination that information included in the stored content information regarding said content ~~that~~ meets the at least one condition shown by the content condition information, from the plurality of content information stored in said storing unit, and selects the content specified by the extracted information as the content to be advertised by the advertising agent.

5. (previously presented): The support server according to claim 4, wherein:

said receiving unit receives facility condition information from said advertising agent terminal that shows at least one condition to be met by a facility where the advertised content is to be used and that receives a plurality of facility information from content user terminals;

said storing unit stores the facility condition information and the plurality of facility information, which said receiving unit received; and

said support server further comprises a providing destination selecting unit that extracts information that specifies a facility that meets the at least one condition shown by the facility

condition information from the plurality of facility information stored in the storing unit, and selects a content user terminal placed at the facility specified by the extracted information as the providing destination of the content that the advertising agent advertises.

6. (original): The support server according to claim 5, wherein said content is film data used for running a film.

7. (currently amended): A support server that supports a determination of a route for providing a content via a communication network from a content providing terminal that provides a content to a content user terminal placed in a facility where the content is to be used, comprising:

a receiving unit that receives a plurality of content information from content providing terminals, and that receives content condition information from said content user terminal that shows at least one condition to be met by a content that is to be a target to be used in the facility via the communication network;

a storing unit that stores the content condition information and the plurality of content information, received by said receiving unit; and

a providing content selecting unit that extracts information that specifies a content, selected based at least on a determination that information included in the stored content information regarding said content ~~that~~ meets the at least one condition shown by the content condition information, from the plurality of content information stored in said storing unit, and

selects the content specified by the extracted information as the content to provide to said content user terminal.

8. (previously presented): The support server according to claim 7, wherein:

said receiving unit receives advertising agent condition information from said content user terminal that shows at least one condition to be met by an advertising agent from which advertisement of said content is to be requested, and that receives a plurality of advertising agent information that show an advertising ability of advertising agents from advertising agent terminals managed by the advertising agents that advertise contents;

said storing unit stores the advertising agent condition information and the plurality of advertising agent information, which said receiving unit received; and

said support server further comprises an advertising agent selecting unit that extracts information that specifies a advertising agent that meets the condition shown by the advertising agent condition information from the plurality of advertising agent information stored in the storing unit, and that selects the advertising agent specified by the extracted information as the advertising agent from which advertisement of the content that is to be used in said facility is to be requested.

9. (previously presented): The support server according to claim 8, wherein said content is film data used for running a film.

10. (currently amended): A support method that supports a determination of a route for providing a content via a communication network from a content providing terminal that provides a content to a content user terminal that is placed in a facility where the content is to be used, comprising:

receiving, from said content providing terminal, facility condition information that shows at least one condition to be met by a facility where the content is to be used, and that receives a plurality of facility information, from content user terminals via the communication network;

storing the facility condition information and the plurality of facility information received in said receiving; and

extracting information that specifies a facility, selected based at least on a determination that information included in the stored facility information regarding said facility ~~that~~ meets the at least one condition shown by the facility condition information, from the plurality of facility information stored in said storing, and selecting a content user terminal, placed in the facility specified by the extracted information, as the providing destination of the content.

11. (previously presented): The support method according to claim 10, wherein:
said receiving comprises receiving, from said content providing terminal, advertising agent condition information that shows at least one condition to be met by an advertising agent from which advertisement of said content is to be requested, and receiving a plurality of advertising agent information that show an advertising ability of advertising agents from advertising agent terminals managed by the advertising agents that advertise contents;

said storing comprises storing the advertising agent condition information and the plurality of advertising agent information, received in said receiving; and

said support method further comprises extracting information that specifies an advertising agent that meets the at least one condition shown by the advertising agent condition information, from the plurality of advertising agent information stored in said storing, and selecting the advertising agent specified by the extracted information, as the advertising agent from which advertisement of said content is to be requested.

12. (currently amended): A support method that supports a determination of a route for providing a content via a communication network from a content providing terminal that provides a content to a content user terminal that is placed in a facility where the content is to be used, comprising:

receiving a plurality of content information from said content providing terminals and content condition information that shows at least one condition to be met by a content that is to be the advertising target of an advertising agent from an advertising agent terminal managed by the advertising agent that advertises a content;

storing the plurality of content information and the content condition information, received in said receiving; and

extracting information that specifies a content, selected based at least on a determination that information included in the stored content information regarding said content that meets the at least one condition shown by the content condition information, from the plurality of content

information stored in said storing, and selecting the content specified by the extracted information as the content to be advertised by said advertising agent.

13. (previously presented): The support method according to claim 12, wherein:
- said receiving comprises receiving facility condition information that shows at least one condition to be met by a facility where the advertised content is to be used from said advertising agent terminal and a plurality of facility information from content user terminals placed in facilities where a content is to be used;
- said storing comprises storing the facility condition information and the plurality of facility information received in said receiving; and
- said support method further comprises extracting information that specifies a facility that meets the at least one condition shown by the facility condition information from the plurality of facility information stored in said storing, and selecting a content user terminal placed in the facility specified by the extracted information as the providing destination of the content that is to be advertised by said advertising agent.

14. (currently amended): A support method that supports a determination of a route for providing a content via a communication network from a content providing terminal that provides a content to a content user terminal placed in a facility where the content is to be used, comprising:

receiving a plurality of content information from content providing terminals and content condition information that shows at least one condition to be met by a content that is a target to be used in the facility from said content user terminal via said communication network;

storing the plurality of content information and the content condition information received in said receiving; and

extracting information that specifies a content, selected based at least on a determination that information included in the stored content information regarding said content that meets the at least one condition shown by the content condition information, from the plurality of content information stored in said storing, and selecting the content specified by the extracted information as the content to be provided to said content user terminal.

15. (previously presented): The support method according to claim 14, wherein:
said receiving comprises receiving, from said content user terminal, advertising agent condition information that shows at least one condition to be met by an advertising agent from which advertisement of the content is to be requested, and receiving advertising agent information showing an advertisement ability of advertising agents from advertising agent terminals managed by the advertising agents that advertise contents;

said storing comprises storing the advertising agent condition information and the plurality of advertising agent information received in said receiving; and

said support method further comprises extracting information that specifies a advertising agent that meets the at least one condition shown by the advertising agent condition information from the plurality of advertising agent information stored in said storing, and selecting the

advertising agent specified by the extracted information as the advertising agent from which advertisement of the content that is to be used in said facility is to be requested.

16. (currently amended): A tangible computer readable medium having computer instructions for enabling a computer executing the computer instructions to perform a support method that supports a determination of a route for providing a content via a communication network from a content providing terminal that provides a content to a content user terminal that is placed in a facility where the content is to be used, said method comprising:

receiving, from said content providing terminal, facility condition information that shows at least one condition to be met by a facility where said content is to be used, and receiving a plurality of facility information provided by said content user terminals via said communication network;

storing the facility condition information and the plurality of facility information received in said receiving; and

extracting information that specifies a facility, selected based at least on a determination that information included in the stored facility information regarding said facility ~~that~~ meets the at least one condition shown by the facility condition information, from the plurality of facility information stored in said storing, and selecting a content user terminal placed in the facility specified by the extracted information as the providing destination of said content.

17. (currently amended): A tangible computer readable medium having computer instructions for enabling a computer executing the computer instructions to perform a support method that supports a determination of a route for providing a content via a communication network from a content providing terminal that provides a content to a content user terminal that is placed in a facility where the content is to be used, said method comprising:

receiving a plurality of content information from content providing terminals and receiving, from an advertising agent terminal managed by an advertising agent, content condition information that shows at least one condition to be met by a content that is to be the advertising target of the advertising agent that advertises content;

storing said plurality of content information and said content condition information received in said receiving; and

extracting information that specifies a content, selected based at least on a determination that information included in the stored content information regarding said content~~that~~ meets the at least one condition shown by said content condition information, from said plurality of content information stored in said storing, and selecting the content specified by the extracted content information as the content that is to be advertised by said advertising agent.

18. (currently amended): A tangible computer readable medium having computer instructions for enabling a computer executing the computer instructions to perform a support method that supports a determination of a route for providing a content via a communication network from a content providing terminal that provides a content to a content user terminal that is placed in a facility where the content is to be used, said method comprising:

receiving a plurality of content information from content providing terminals and receiving, from said content user terminal of said facility, content condition information that shows at least one condition to be met by a content that is to be a target to be used in the facility via said communication network;

storing the plurality of content information and said content condition information received in said receiving; and

extracting information that specifies a content, selected based at least on a determination that information included in the stored content information regarding said content ~~that~~ meets the at least one condition shown by the content condition information, from the plurality of content information stored in said storing, and selecting the content specified by the extracted content information as the content to be provided to said content user terminal.

19. (currently amended): A support server that determines a route for distributing content via a communication network from a content provider that provides a content to a content user terminal placed in a facility where the content is to be used, comprising:

a receiving unit that receives, from a content provider, facility prerequisite data that specifies at least one prerequisite to be met by a facility where the content is to be used and that receives facility data from a plurality of content users of facilities;

a storing unit that stores the received facility prerequisite data and the received facility data; and

a destination selecting unit that selects a facility, based at least on a determination that information included in ~~on~~ the stored facility data regarding, at the facility ~~that~~ meets the at least

one prerequisite specified by the stored facility prerequisite data, and that selects, based on information extracted from the stored facility data of the selected facility, a content user terminal placed at the selected facility as the destination of the content.

20. (currently amended): A support server that determines a route for distributing content via a communication network from a content provider that provides a content to a content user terminal placed in a facility where the content is to be used, comprising:

a receiving unit that receives, from an advertising agent, content prerequisite data that specifies at least one prerequisite to be met by a content that is to be an advertising target of the advertising agent and that receives content data from a plurality of content providers;

a storing unit that stores the received content prerequisite data and the received content data; and

an advertisement target selecting unit that selects a content, based at least on a determination that information included in the stored content data regarding; at the content that meets the at least one prerequisite specified by the content prerequisite data, as the content to be advertised by the advertising agent.

21. (currently amended): A support server that determines a route for distributing content via a communication network from a content provider that provides a content to a content user terminal placed in a facility where the content is to be used, comprising:

a receiving unit that receives content data from a plurality of content providers and that receives content prerequisite data from a content user of a facility that specifies at least one prerequisite to be met by a content that is to be used in the facility;

a storing unit that stores the received content data and the received content prerequisite data; and

a content selecting unit that selects a content, based at least on a determination that information included in said stored content data, a regarding the content ~~that~~ meets the at least one prerequisite specified by the content prerequisite data, as the content to provide to a content user terminal of the facility of the content user.